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dom. That technology is the "Standard Generalized Markup Language" (SGML), an official International Standard (ISO 8879) that has been adopted by the world's largest producers of documents and by the World Wide Web.

With SGML, organizations in government, aerospace, airlines, automotive, electronics, computers, and publishing (to name a few) have freed their documents from hostage relationships to processing software. SGML coexists with graphics, multimedia and other data standards needed for OIM and acts as the framework that relates objects in the other formats to one another and to SGML documents.

The World Wide Web's HTML and XML are both based on SGML. HTML is a particular, though very general, application of SGML, like those for the above industries. There is a limited set of markup tags that can be used with HTML. XML, in contrast, is a simplified subset of SGML facilities that, like full SGML, can be used with any set of tags. You can literally create your own markup language with XML.

As the enabling standard for OIM of documents, the SGML family of standards necessarily plays a leading role in this series. We provide tutorials on SGML, XML, and other key standards and the techniques for applying them. Our books vary in technical intensity from programming techniques for software developers to the business justification of OIM for enterprise executives. We share the practical experience of organizations and individuals who have applied the technique of OIM in environments ranging from immense industrial publishing projects to websites of all sizes.

Our authors are expert practitioners in their subject matter, not writers hired to cover a "hot" topic. They bring insight and understanding that can only come from real-world experience. Moreover, they practice what they preach about standardization. Their books share a common standards-based vocabulary. In this way, knowledge gained from one book in the series is directly applicable when reading another, or the standards themselves. This is just one of the ways in

XML/HTML



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THE XML HANDBOOK™

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"This book is an excellent starting point where you can learn and experiment with XML. As the inventor of SGML, Dr. Charles F. Goldfarb is one of the most respected authorities on structured information. Charles and I share a common vision: that the most valuable asset for the user or for a corporation, namely the data, can be openly represented in a simple, flexible, and human-readable form. This vision can now be realized through XML."

From the Foreword by Jean Paoli, Microsoft XML architect and co-editor of the W3C XML specification

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About the Authors

CHARLES F. GOLDFARB is the father of markup languages, a term that he coined in 1970. He is the inventor of SGML, the International Standard on which both XML and HTML are based.

PAUL PRESCOTT is a leading XML consulting engineer for Datachannel's ISOGEN Division and a member of the W3C team that developed XML.

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